Overview

1. Review of Pilot
2. Section I - Outreach
3. Section II - Case Management

Access Clean CA Website - accesscleanca.org
## SB350 Barriers Studies

<table>
<thead>
<tr>
<th>Common Barriers</th>
<th>Part A - Led by CEC</th>
<th>Clean energy access</th>
<th>Part B - Led by CARB</th>
<th>Clean transportation access</th>
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<tbody>
<tr>
<td>● Structural (e.g. housing type &amp; ownership status, access to capital)</td>
<td></td>
<td></td>
<td>● Community/physical (e.g. infrastructure, safety, etc.)</td>
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<tr>
<td>● Insufficient outreach</td>
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<td>● Lack of awareness</td>
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<td>● Insecure/inadequate program funding</td>
<td></td>
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<td>● Affordability</td>
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<tr>
<td>● Siloed programs</td>
<td></td>
<td></td>
<td>● Limited program funding &amp; lack of long-term investment</td>
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| Common Rec’ds | -One-stop-shops for programs | -Collaboration with trusted community-based organizations for outreach | -One-stop-shops for programs | -Comprehensive outreach plan |
Addressing low-income access barriers statewide

Phase 1
CARB-funded Clean transportation incentives for individuals

Phase 2
Complementary programs, incl. charging, solar & shared mobility

Climate equity programs for individuals and communities across agencies & utilities

Pilot
CARB-funded Clean transportation incentives for individuals
## Pilot Highlights

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<tr>
<th>Year</th>
<th>Landscape Analysis</th>
<th>Universal, Human Centered Design</th>
<th>Outreach Resource Hub</th>
<th>Statewide Quarterly Convenings</th>
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<tbody>
<tr>
<td>2018</td>
<td>Completed a statewide tour visiting every program administrator to learn key opportunities and barriers</td>
<td>Drafted a minimum viable product scope to identify the best technical vendor</td>
<td>Through feedback from outreach partners, able to leverage funding from Electrify America to begin building a database of resources, collateral, and presentations for partners to leverage in their community</td>
<td>Held four stakeholder convenings to ensure alignment of goals and facilitate collaboration and trust building between administrators, CARB, and outreach partners</td>
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<td>2018</td>
<td>Convened program administrators &amp; outreach partners to present findings</td>
<td>Began working with outreach partners to identify critical barriers to participation in benefits programs</td>
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## Phase I

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<tr>
<th>Year</th>
<th>Global Pandemic</th>
<th>Renaming &amp; Branding</th>
<th>Scaling Statewide Coordinated Outreach</th>
<th>Centralized Income Verification</th>
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</thead>
<tbody>
<tr>
<td>2020</td>
<td>Right before our last kickoff meeting the world shutdown and we moved all project operations to be done virtually. We pivoted quickly, ensuring that outreach partners had the resources needed to continue work safely.</td>
<td>Continuing a user-centered design process, the outcome of this process was informed by outreach partners, community stakeholders, CARB, and program administrators.</td>
<td>Through new partnerships with organizations like CCAC, we were able to expand and deepen our work in key parts of the state. Launched the Technical Assistance &amp; Capacity Building pilot with 6 CBOs and 6 fellows.</td>
<td>Launched an MVP of a centralized income verification process that led to manual integrations with all program administrators. Built in ability for continuous improvement in the process through constant communication with outreach partners.</td>
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Phase II - Interagency Collaboration

- **Low Carbon Fuel Standard Programs**
  - Integration of stackable utility incentives for EVs, charging & electrical upgrades funded by CARB's LCFS holdback credits
  - Collaboration with California Clean Fuel Rewards to expand equity impacts

- **CPUC Universal Application System**
  - Platform for integration of ESA (energy efficiency) and CARE (discounted utility rates)
  - Opportunity to collaborate with CPUC and CDSS on centralized income verification hub being built for CalFresh/CalWorks

- **CEC / Charging Infrastructure Programs**
  - EnergIIZE - Medium/heavy duty charging infrastructure
  - Communities in Charge - Light duty charging infrastructure
  - CAleVIP 2.0 - Light duty charging infrastructure
  - IDEAL Communities - Outreach & stakeholder engagement
  - Proposed opportunities to develop new equitable at-home charging programs
Section 1: Coordinated Outreach
Outreach Strategies

- Modeled needs based approach by working with trusted community organizations and institutions
  - Diverse outreach partnerships
  - Communications network for sharing information, challenges and best practices
- Consolidated education and outreach materials that are culturally and linguistically reflective of diverse communities
- Technical assistance and capacity-building for community organizations
- Developed equity-centric evaluation standards to measure efficacy
Communications network

- Consolidated program updates
- Community input/program feedback loop
- Resource hub
  - Training & program information
  - Marketing resources
  - Grant opportunities
  - Community outreach calendar
Statewide Outreach Network

- Climate Justice & Equity Partners
- Trusted Community-Based Organizations
- Native American Communities & Sovereign Nations
- California’s Largest Labor Union
Statewide Outreach Network

**Climate Justice & Equity Partners**
- Community Environmental Council
- Community Housing Development Corporation
- Ecology Action
- EV Noire
- Foundation for California Community Colleges
- GRID Alternatives’ seven California affiliates

**Trusted CBOs**
- Central California Asthma Coalition’s network of 7 Central Valley-based CBOs
- Comite Civico del Valle’s network of 3 Imperial Valley groups
- Fresno Metro Black Chamber of Commerce
- Healthy Active Streets
- ICAN
- Latina/o Roundtable
- META Coop
- Peninsula Family Services
- People for Mobility Justice
- South Kern Sol
- Social Justice Learning Institute

**Native American Communities and Sovereign Nations**
- Blue Lake Rancheria
- NAEPC
- Northern Circle Indian Housing Authority

**California’s Largest Labor Union**
- SEIU, with over 700,000 members across the state
Outreach Equity Centered Strategies

- **Tailored** and **curated** approach to outreach **equity-centered strategies** specific to partners’ communities and priority audiences.

For example:

- Student ambassador outreach program through Foundation for California Community Colleges in various community colleges
- EV purchase guidance program through Ecology Action serving the Central Coast
- Engagement and advocacy providing community centered input and feedback on design and implementation of clean energy and clean transportation programs through People for Mobility Justice and Latino/a Roundtable
Target Communities

- Identified outreach gaps aligning with program funding and geographic reach within the hardest to reach communities, including **tribal and rural communities**, **low income communities**, and **disadvantaged communities**.

- Access Clean CA equity metrics helped identify gaps in overall outreach strategy and reinforced the need for expansion of the outreach partner network.

- Led to outreach partnership expansion with community organizations such as:
  - Central CA Asthma Collaborative - Central Valley
  - Comite Civico del Valle - Imperial Valley and Coachella Valley
  - South Kern Sol - San Joaquin Valley
  - Latino/a Roundtable - Inland Empire
  - Social Justice Learning Institute - South Los Angeles
Section 2: Streamline Application Process
Strategy 2: Streamline Application Process

- Simple, intuitive, and easy to use Benefits Finder to find eligible programs and start applications

- Seamless application experience across programs
  - Close collaboration with Program Administrators
  - Centralized income verification
  - Facilitate stacking of incentives
  - Back-end case management and tracking
Access Clean CA Demo (updated April 2022)
Centralized Income Verification Pilot

- **Make income verification easier** for our communities by minimizing the burden of proof on applicants.
- **Make the application process faster** for our communities by automating as much of the process as possible.
- **Ensure a seamless applicant experience** by building effective handoff processes from Access Clean CA to Program Administrators.
Key Lessons Learned

- Put the applicant first in process design - it’s all about the people
- Be actively responsive to feedback
- Create technologically simple integrations with Program Administrators (PA) to:
  - Send applications
  - Receive status updates
- Direct communication channel between Access and PA case management staff
**Access Clean CA Helps Applicants Choose and Stack Programs**

**Jorgeio**

“Okay, I didn’t know that, thank you so much and yes please. I would like to sign up for it.”

**Outreach Partners, Access Clean CA, and Program Administrators Work Together to Support Applicants**

**Sheila**

Thank you so much for your help today. It felt like you really pushed us over the top of a very big hill!!

**Be Responsive to Applicants**

**Roger**

“Thank you so much for the quick follow up, time and patience in answering my questions.”

**Programs are for The People**
Get Involved

GRID Alternatives
Zach Franklin, Chief Strategy Officer
Terea Macomber, Director, Clean Mobility Programs

CARB
Tabetha Willmon, Clean Transportation Outreach Manager
Nick Nairn-Birch, One-Stop-Shop Project Lead

AccessCleanCA.org

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